one receiver or said computer for outputting information to a subscriber, said method comprising the steps of:

displaying at one of said output devices a television program that promotes a multimedia product or service;

inputting a subscriber command;

controlling said receiver station to receive at least two instruct signals in response to said subscriber command, wherein each one of said at least two instruct signals at least one of specifies and designates:

(1) a specific portion of multimedia programming, and

(2) a specific function to be performed with said specific portion of multimedia programming;

detecting the presence of said at least two instruct signals at said receiver station, each of said at least two instruct signals at least one of specifying and designating at least one of:

(1) a portion of a multimedia programming signal to receive;

(2) a portion of a multimedia programming signal to communicate to a memory location;

(3) a digital datum to record or play;

(4) a portion of a multimedia programming signal to communicate to a processor;

(5) a portion of a television signal to communicate at least one of to a television monitor and a television recorder/player;

(6) two portions of a multimedia presentation to communicate from separate locations to an output device, with at least one of said separate locations being a memory or storage location;

(7) a multimedia presentation graphic to generate; and

(8) a place to present multimedia output; and

organizing said at least two or more specific portions of multimedia programming in accordance with said designated specific function to be performed with each of said specific portion of multimedia programming, based on said step of controlling; and

outputting said organized at least two or more specific portions of multimedia programming as a part of a single multimedia programming presentation to at least one of said output devices at said receiver station based on said step of organizing.

3. (Unchanged) The method of claim 2, further comprising the step of programming said receiver station to store a data portfolio, said data portfolio comprising at least one identification data of financial securities, and to receive and process news items related to said financial securities in said data portfolio, said news items comprising financial data.

4. (Unchanged) The method of claim 2, further comprising the step of programming said receiver station to respond to instructions associated with a television signal, said television signal comprising at least one unit of television programming with each unit having an associated identification datum.

5. (Unchanged) The method of claim 2, further comprising the step of programming said receiver station to process at least one of television programming and multimedia programming received from a remote source and present said at least one of television programming and multimedia programming in at least one predetermined fashion.

6. (Unchanged) The method of claim 2, further comprising the steps of:

processing said subscriber command based on at least one of said at least two instruct signals; and

at least one of receiving and enabling said specific portion of multimedia programming to perform said specific function thereupon based on said step of inputting and processing.

7. (Unchanged) The method of claim 2, further comprising the steps of:

processing said subscriber command based on one of said at least two instruct signals; and

outputting some programming at a second output device based on said step of inputting and processing.

8. (Unchanged) The method of claim 2, further comprising the steps of:

processing said subscriber command; and

communicating some information to a remote station based on said steps of inputting and processing.

9. (Unchanged) A method of communicating subscriber station information from a subscriber station to at least one remote data collection station, said method comprising the steps of:

(1) inputting a subscriber reaction at a subscriber station;

(2) determining the presence of a specific subscriber input at said subscriber station by processing said subscriber reaction;

(3) receiving at said subscriber station in accordance with said specific subscriber input, an instruct signal for processing and at least two specific portions of multimedia programming for outputting;

(4) processing said instruct signal which organizes said at least two specific portions of multimedia programming, and outputs said at least two specific portions of multimedia programming as a part of a single multimedia programming presentation based on said step of determining; and

(5) transferring from said subscriber station to said at least one remote data collection station at least one datum which, based on said step of processing, evidences one of processing said instruct signal and outputting said multimedia programming presentation.

10. (Unchanged) The method of claim 9, wherein subscriber reaction is input by a computer, said method further comprising the steps of:

storing at least one subscriber instruction to input a reaction in order to receive at least one of specific mass medium programs, data, news items, and computer control instructions; and

receiving at least one identifier which at least one of specifies and designates said at least one instruct signal to prompt said computer to input said ~~subscriber reaction.~~

11. (Unchanged) The method of claim 9, wherein at least one of said subscriber reaction and said instruct signal is input by a computer, said method further comprising the steps of:

storing a subscriber instruction to one of process and present at least one of mass medium programs, data, news items, and computer control instructions in a specific fashion; and

processing or presenting at least one of specific mass medium programs, data, news items, and computer control instructions in accordance with said instruction.

12. (Unchanged) The method of claim 9, wherein said information that designates at least one of said instruct signal and said output to deliver is detected in an information transmission from at least one of a data and programming source, said method further comprising the steps of:

programming a processor to respond to information communicated from said one of said data and said programming source;

receiving an information transmission from said one of said data and said programming source;

inputting at least some of said information transmission to a control signal detector;

detecting one of data and said instruct signal in said information transmission; and

passing said one of detected data and said instruct signal to said processor.

13. (Unchanged) A method of controlling a remote transmitter station to communicate program material to a remote receiver station and controlling said remote receiver station to process a receiver specific response, said method comprising the steps of:

(1) receiving mass medium programming to be transmitted by the remote intermediate mass medium transmitter station and delivering said mass medium programming to a transmitter;

(2) receiving at least one instruct signal at said remote intermediate mass medium transmitter station, said at least one instruct signal operative at the remote receiver station to organize at least two specific portions of said multimedia programming and to output said at least two specific portions of said multimedia programming as a part of a single multimedia programming presentation at said receiver station, based on a subscriber reaction to information contained in said mass medium programming, and communicating said at least one instruct signal to said transmitter;

(3) receiving at least one control signal at said remote transmitter station wherein said at least one control signal controls the communication of said mass medium programming and said at least one instruct signal between said remote transmitter station and said remote receiver station; and

(4) transmitting from said remote transmitter station at least one information transmission containing said mass medium programming and said at least one instruct signal.

14. (Unchanged) The method of claim 13, further comprising the step of embedding one of said at least one instruct signal in a signal containing said

mass medium programming before transmitting at least a portion of said mass medium programming from said remote transmitter station.

15. (Unchanged) The method of claim 13, wherein said mass medium programming includes audio or text.

16. (Unchanged) The method of claim 13, wherein said mass medium programming includes a television program.

17. (Unchanged) The method of claim 13, wherein said at least one instruct signal further comprises some downloadable executable code.

18. (Unchanged) A method of controlling a remote intermediate transmitter station to communicate at least one instruct signal to at least one receiver station, said remote intermediate transmitter station including one of a broadcast and cablecast transmitter, a plurality of selective transfer devices each operatively connected to said one of said broadcast and said cablecast transmitter, a receiver for receiving said at least one instruct signal from at least one origination transmitter station, a control signal detector, and one of a controller and computer capable of controlling at least one of said plurality of selective transfer devices, and with said remote intermediate transmitter station adapted to detect the presence of at least one control signal, to control the communication of said at least one instruct signal in response to said at least one control signal, and to deliver at said one of said broadcast and said cablecast transmitter said at least one instruct signal, said method comprising the steps of:

(1) originating said at least one instruct signal at said at least one origination transmitter station and delivering said at least one instruct signal to at least one origination transmitter, said at least one instruct signal being effective at said at least one receiver station to organize at least two specific portions of multimedia programming and to output said at least two specific portions of multimedia programming as a part of a single multimedia programming presentation at said receiver station, based on a subscriber input;

(2) receiving said at least one control signal which at the remote intermediate transmitter station is operative to control the communication of said instruct signal; and

(3) transmitting said at least one control signal to said at least one origination transmitter before a specific time.

19. (Unchanged) The method of claim 18, further comprising the step of embedding said at least one control signal in a signal containing said at least one instruct signal before transmitting at least a portion of said at least one instruct signal to said remote intermediate transmitter station.

20. (Unchanged) The method of claim 18, wherein at least one of (i) said specific time is a scheduled time of transmitting said at least one instruct signal or some information associated with said at least one instruct signal from said remote intermediate transmitter station, and (ii) said at least one control signal is effective at said remote intermediate transmitter station to control at least one of said plurality of selective transfer devices at different times.

Please add the following newly presented claims.

21. ~~(New Claim)~~ A method of delivering one of a coordinated media presentation and a multichannel programming presentation at a receiver station, said receiver station including a plurality of receivers, a tuner, a processor, and a plurality of output devices, a first of said plurality of receivers having a signal output coupled as an input to said processor, said processor having an output operatively connected to a control input of said tuner, said tuner being operatively connected at least one of to said plurality of receivers so as to control reception of signals by said at least one of said plurality of receivers, and each of said plurality of output devices being operatively connected to said plurality of receivers for outputting received information, said method comprising the steps of:

receiving at said first of said plurality of receivers a first signal, said first signal including a first mass medium program and at least one embedded control signal;

transferring said first mass medium program to a first of said plurality of output devices for outputting to a subscriber;

detecting said at least one embedded control signal and inputting said at least one embedded control signal to said processor;

transferring, under control of said processor, at least one embedded control signal to said tuner so that said tuner causes said plurality of receivers to receive a second signal, said second signal including a second mass medium program;

combining at least a portion ~~of said first mass medium program and said~~ second ~~mass~~ medium program at said plurality of output devices; and

outputting at said receiver station a coordinated presentation of said first mass medium program and said second mass medium program.

22. (New Claim) The method of Claim 21, further comprising the step of:

determining that said at least one embedded control signal is addressed to a device.

23. (New Claim) The method of Claim 21, further comprising the step of:

determining a device addressed by said at least one embedded control signal.

24. (New Claim) The method of Claim 21, further comprising the step of:

identifying said at least one embedded control signal that is addressed to a device.

25. (New Claim) The method of Claim 21, further comprising the step of:

inputting a subscriber command to one of turn on said first of a plurality of receivers and turn off said first of a plurality of receiver.

26. (New Claim) The method of Claim 25, further comprising the steps of:

inputting a subscriber command to turn on a second of said plurality of receivers and associated equipment.

27. (New Claim) The method of Claim 21, further comprising the step of controlling the receiver station to receive a selected signal in response to a subscriber command, said selected signal comprising a media programming presentation signal.

28. (New Claim) The method of Claim 21, further comprising the steps of:

detecting at least one second embedded control signal in a signal containing said second mass medium program and inputting said at least one second embedded control signal to said processor; and

transferring said at least one second embedded control signal to said tuner so that said tuner causes said plurality of receivers to receive a third signal, said third signal comprising a third mass medium program.

29. (New Claim) The method of Claim 21, wherein said second mass medium program from said step of combining is output at a second output device.

30. (New Claim) The method of claim 21, wherein said receiver station is a transmitter station, said step of combining comprises multiplexing, and said step of outputting comprises transmitting said coordinated presentation.

31. ~~(New Claim) An apparatus for receiving a media presentation~~ signal in a broadcast network, said broadcast network having a transmitter for combining and distributing said media presentation signal, said apparatus comprising:

a receiver for receiving a first media presentation signal from a broadcast network;

a tuner;

a processor operatively connected to said receiver and said tuner;

an output device operatively connected to said processor and said receiver;

said processor programmed for receiving at least one control signal from said first media presentation signal, transferring said first media presentation signal to said output device, detecting at least one control signal in said first media presentation signal, controlling said tuner in response to said at least one control signal to tune to a second media presentation signal, combining said second media presentation signal with said first media presentation signal, thus providing a combined output and transferring said combined output to said output device.

32. (New Claim) The apparatus of Claim 31, wherein said media presentation signal is a cablecast transmission.

33. (New Claim) The apparatus of Claim 31, wherein said media ~~presentation signal is a satellite transmission.~~

34. (New Claim) The apparatus of Claim 31, wherein said at least one control signal is embedded in a non-visible portion of a video signal.

35. (New Claim) The apparatus of Claim 31, wherein said at least one control signal is encoded in a reserved and predefined portion of a data stream.

36. (New Claim) The apparatus of Claim 31, wherein an identifier defines where said at least one control signal is located in a data stream.

37. (New Claim) The apparatus of Claim 36, wherein said data stream is a sequential stream of data bits.

38. (New Claim) The apparatus of Claim 36, wherein said data stream is a multiple channel data stream, wherein said multiple channels are separated by frequency.

39. (New Claim) The apparatus of Claim 36, wherein said data stream is a multiple channel data stream, wherein said multiple channels are separated by time.

40. (New Claim) The apparatus of Claim 36, wherein said output device is a television display.

41. (New Claim) The apparatus of Claim 36, wherein said output device is a media recording device.

42. (New Claim) The method of providing a coordinated media presentation signal at a receiver station, said receiver station having a receiver section, a processing section, and an output generation section, operatively coupled together and controlled by a control section, said method comprising the steps of:

receiving a multichannel signal at an input to said receiver section;

selecting a first television program from said multichannel signal;

generating a television output from said first selected television program at said output generation section;

detecting at least one embedded control signal in said first television program;

decoding, from said at least one embedded control signal, instructions directed to said processing section;

selecting a second television program from said multichannel signal based on said instructions from said step of decoding;

combining at least a portion of said first television program with at least a portion of said second television program;

generating a television output from said step of combining.

43. (New Claim) The method of Claim 42, wherein said step of combining is a combination of television programs in a time domain.

44. (New Claim) The method of Claim 42, wherein said step of combining is a combined television program in a space domain.

45. ~~(New Claim)~~ A method of delivering a coordinated multiple media programming presentation at a receiver station, said receiver station including a first receiver, a second receiver, a tuner, a processor, and at least one output device wherein said first receiver has a signal output coupled as an input to the processor, said processor has an output operatively connected to a control input of said tuner, said tuner is operatively connected to said second receiver so as to control the reception of signals by said second receiver, and each of said at least one output device is operatively connected to a presentation device for the presentation of a least one of video, audio, and printed text, said method comprising the steps of:

receiving, at said first receiver, a first mass medium signal, said first mass medium signal being of a signal type and comprising at least one embedded datum;

determining said signal type of said first mass medium signal at said first receiver based on stored information;

inputting at least a portion of said first mass medium signal to one of said processor and a first output device of said at least one output device based on said step of determining;

outputting, based on said first mass medium signal, first mass medium programming at said first output device;

detecting a presence of at least one control signal type at said first receiver;

inputting said at least one control signal type to said processor;

said processor communicating to said tuner, a first control signal that controls said tuner to cause said second receiver to receive a desired second signal, said first control signal being of said at least one control signal type;

receiving, at said second receiver, said desired second signal, said desired second signal comprising second mass medium programming;

transferring said second mass medium programming to said at least one output device; and

outputting, at said at least one output device, said second mass medium programming in coordination with said first mass medium programming.

46. (New Claim) The method of claim 45, wherein said first mass medium signal is a digital television signal that at least one of contains and generates television programming, said method further comprising the steps of processing said digital television signal and outputting said television programming to said first output device.

47. (New Claim) The method of claim 45, wherein said first mass medium signal is a digital information channel, said method further comprising the step of transferring a selected one of said at least one embedded datum to one of a memory and said first output device.

48. (New Claim) The method of claim 47, wherein said first output device is a printer, said method further comprising the step of transferring at least one text output to said printer.

49. (New Claim) The method of claim 47, wherein said first output device is a video output device, said method further comprising the step of performing one of generating and outputting video information content by processing data stored at said memory.

50. (~~New Claim) The method of claim 45~~, wherein a plurality of control signal types contains said at least one control signal type and at least one second control signal type and said first control signal of said at least one control signal type is a tuner control signal, said method further comprising the steps of:

inputting at least a portion of said desired second signal to a control signal detector; and

detecting a second control signal of said plurality of control signal types in said inputted at least a portion of said desired second signal.

51. (New Claim) The method of claim 50, further comprising the step of processing at least one of said first control signal and said second control signal of said plurality of control signal types based on stored information.

52. (New Claim) The method of claim 45, wherein said second mass medium programming is television programming and said first mass medium programming is computer output that one of completes and supplements said television programming, said method further comprising one step of the group consisting of:

performing one of locating and identifying at least one of said at least one control signal type in a non-visible portion of a television signal; and

performing one of locating and identifying at least one of said at least one control signal type in a data portion of one of a multichannel broadcast transmission and a multichannel ~~cablecast transmission~~.

53. (New Claim) The method of claim 45, wherein said first signal commands said processor to process stored subscriber data, said method further comprising the step of enabling said receiver station to respond to at least one of said at least one control signal type based on said first signal.

54. (New Claim) The method of claim 45, wherein at least one of said first signal and said at least one control signal type includes downloadable code.

55. (New Claim) A method of gathering information on the use, at a receiver station, of one of (a) a resource that delivers at least a portion of a multiple media programming presentation and (b) a control signal that is processed to control delivery of at least a portion of a multiple media programming presentation, said receiver station having a processor, and a controlled device, said receiver station transferring said gathered information to a remote station, said method comprising the steps of:

(1) identifying said one of said resource and said control signal;

(2) monitoring said use of said one of said resource and said control signal;

(3) storing a record of said use of said one of said resource and said control signal based on said step of monitoring; and

(4) communicating, from said receiver station to said remote station, information evidencing said use of said one of said resource and said control signal based on said step of storing.

56. (New Claim) The method of claim 55, wherein said information one of identifies and designates at least one of:

(1) a ~~mass medium program;~~

(2) a proper use of programming;

(3) a transmission station;

(4) a receiver station;

(5) a network;

(6) a broadcast station;

(7) a channel on a cable system;

(8) a time of transmission;

(9) a unique identifier datum;

(10) at least one of a source and a supplier of data;

(11) at least one of a publication, article, publisher, distributor, or an advertisement; and

(12) an indication of copyright.

57. (New Claim) A method of controlling a remote intermediate mass medium program transmitter station to communicate mass medium program material to a remote receiver station and controlling said remote receiver station to deliver an individualized mass medium program presentation, said method comprising the steps of:

(1) receiving, at said remote intermediate mass medium program transmitter station, mass medium programming to be transmitted by the remote intermediate mass medium program transmitter station;

(2) delivering said mass medium programming to a transmitter;

(3) receiving at least one instruct signal at said remote intermediate mass medium program transmitter station, said at least one instruct signal instructs said remote receiver station to process at least one of a plurality of

signal types and to deliver at least a portion of a multiple media programming presentation;

(4) communicating said at least one instruct signal to said transmitter;

(5) receiving at least one control signal at said remote intermediate mass medium program transmitter station, said at least one control signal controls said remote intermediate mass medium program transmitter station to communicate one of said mass medium programming and said at least one instruct signal;

(6) transmitting, in accordance with said at least one control signal, from said remote intermediate mass medium program transmitter station, an information transmission comprising said mass medium programming and said at least one instruct signal

(7) receiving, at said remote receiver station, said information transmission;

(8) processing said one of said plurality of signal types according to said at least one instruct signal; and

(9) delivering, at said remote receiver station, said at least a portion of one of said multimedia programming presentation and said multiple media programming presentation according to said at least one instruct signal.

58. (New Claim) The method of claim 57, wherein said mass medium programming includes at least one of audio and text.

59. (New Claim) The method of claim 57, wherein said mass medium programming includes a television program.

60. (~~New Claim~~) The method of claim 57, wherein said at least one instruct signal includes downloadable code.

61. (New Claim) The method of claim 57, wherein said step of transmitting said information transmission occurs at a scheduled time.

62. (New Claim) The method of claim 57, wherein said at least one control signal controls at least one of a plurality of selective transfer devices at different times at the remote intermediate mass medium program transmitter station.

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63. (New Claim) A method of controlling a remote intermediate mass medium programming transmitter station to communicate mass medium programming to at least one receiver station, said remote intermediate mass medium programming transmitter station including one of a broadcast transmitter and a cablecast transmitter for transmitting said mass medium programming, a plurality of selective transfer devices each operatively connected to said one of said broadcast transmitter and said cablecast transmitter for communicating said mass medium programming, a mass medium programming receiver for receiving said mass medium programming from at least one origination transmitter station, a control signal detector, and one of a controller and a computer capable of controlling at least one of said plurality of selective transfer devices, said remote intermediate mass medium programming transmitter station adapted to detect the presence of at least one control signal, to control the communication of said mass medium programming in response to said at least one control signal, ~~and to deliver at said one~~ of said broadcast

transmitter and said cablecast transmitter said mass medium programming, said method comprising the steps of:

(1) receiving said mass medium programming at said at least one origination transmitter station;

(2) delivering said mass medium programming to at least one origination transmitter, said mass medium programming having an instruct signal that instructs said at least one receiver station to process one of a plurality of signal types and to deliver at least a portion of a multiple media programming presentation;

(3) receiving said at least one control signal, said at least one control signal controls, at the remote intermediate mass medium programming transmitter station, the communication of said mass medium programming; and

(4) transmitting said at least one control signal to said one of a broadcast transmitter and said cablecast transmitter before a specific time.

64. (New Claim) The method of claim 63, further comprising the step of embedding a specific one of said at least one control signal and said instruct signal in a signal containing said mass medium programming before transmitting said mass medium programming to said remote transmitter station.

65. (New Claim) The method of claim 63, wherein said at least one control signal comprises one of a code and a datum which operates at the remote intermediate mass medium programming transmitter station to identify said mass medium programming, said method further comprising the step of:

transmitting a schedule which operates at the remote intermediate mass medium programming transmitter station to communicate said mass medium